

# CONTRACT



WYFF4.com

**WYFF 4**  
**505 Rutherford Street**  
**Greenville, SC 29609**  
**(864)242-4404**

And:

**National Media Research Planning**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 1539666 /		<u>Alt Order #</u> 25342057
<u>Product</u> Burr/R/Sen NC		
<u>Contract Dates</u> 10/28/16 - 10/31/16		<u>Estimate #</u> 8509
<u>Advertiser</u> Burr/R/US Senate		<u>Original Date / Revision</u> 10/27/16 / 10/27/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WYFF 4	<u>Account Executive</u> Meredith Thompson	<u>Sales Office</u> Eagle-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-64		
		<u>Total Ratings</u> 50.20
<u>Agency Code</u>	<u>Advertiser Code</u> 475	<u>Product 1/2</u> 894
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WYFF	10/28/16	10/30/16	Entertainment Tonight SAT	7-8p		:30				NM	1	\$200.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/24/16	10/30/16	-----S-				1	\$200.00	2.80			
N 2	WYFF	10/28/16	10/30/16	Inside Edition	730-8pm		:30				NM	1	\$500.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/24/16	10/30/16	----F--				1	\$500.00	5.70			
N 3	WYFF	10/31/16	10/31/16	Inside Edition	730-8pm		:30				NM	1	\$500.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/31/16	11/06/16	M-----				1	\$500.00	5.70			
N 4	WYFF	10/28/16	10/30/16	NBC Tonight Show	1135pm-1235xm		:30				NM	1	\$250.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/24/16	10/30/16	----F--				1	\$250.00	2.30			
N 5	WYFF	10/31/16	10/31/16	NBC Tonight Show	1135pm-1235xm		:30				NM	1	\$250.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/31/16	11/06/16	M-----				1	\$250.00	2.30			
N 6	WYFF	10/28/16	10/30/16	Entertainment Tonight	7-730p		:30				NM	1	\$500.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/24/16	10/30/16	----F--				1	\$500.00	5.10			
N 7	WYFF	10/31/16	10/31/16	Entertainment Tonight	7-730p		:30				NM	1	\$500.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/31/16	11/06/16	M-----				1	\$500.00	5.10			
N 8	WYFF	10/28/16	10/30/16	Dateline	8-10p		:30				NM	1	\$500.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst Television Inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----S-				1	\$500.00	2.60			
N 9	WYFF	10/28/16	10/30/16	Caught on Camera	8-9pm		:30				NM	1	\$800.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	----F--				1	\$800.00	3.90			
N 10	WYFF	10/28/16	10/30/16	Football Night in America	7-8p		:30				NM	1	\$1,500.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----S				1	\$1,500.00	4.00			
N 11	WYFF	10/28/16	10/30/16	Sunday Night Football	8-11p		:30				NM	1	\$3,500.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----S				1	\$3,500.00	8.80			
N 12	WYFF	10/28/16	10/30/16	SNL	10-11pm		:30				NM	1	\$400.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----S-				1	\$400.00	1.90			
N 13	WYFF	10/28/16	10/30/16	NBC Today Show	7-9am		:30				NM	1	\$400.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	----F--				1	\$400.00	0.00			
N 14	WYFF	10/31/16	10/31/16	NBC Today Show	7-9am		:30				NM	2	\$800.00
Class of Time - Pre-emptible with notice													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	M-----				2	\$400.00	0.00			
Totals								50.20				15	\$10,600.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	10	\$8,550.00	(\$1,282.50)	\$7,267.50
10/31/16 - 10/31/16	5	\$2,050.00	(\$307.50)	\$1,742.50
<b>Totals</b>	15	\$10,600.00	(\$1,590.00)	\$9,010.00

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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